RJ Reynolds
Tobacco Company

7-11 NORTHEAST DIVISION

1995 CONTRACT
OVERVIEW
IMPLEMENTATION

51855 1130

Source: https://www.industrydocuments.ucsf.edu/docs/zxxn0000

DISPLAYS
ONLY RJR AND PM

- DESIGN/SIZE
  - 2-75 PACK WIRE (SYSTEM III) DISPLAYS
    - TOP TRAYS -7- PACKS WIDE
    - LOWER TRAYS -8- PACKS WIDE
  - BOTH DISPLAYS MUST HAVE 24" SIGNAGE
- LOCATION
  - REGISTER NEAREST THE FOOD COUNTER
  - IN FRONT OF AND WRAP TO THE SELLING SIDE OF TH CASH REGISTER
    - PM NEAREST DOOR
- LOAD
  - FULL PRICE BRANDS ONLY!!
- NO OTHER PERMANENT DISPLAYS ALLOWED

51855 1131

Source: https://www.industrydocuments.ucsf.edu/docs/zxxn0000

ADVERTISING
RJR AND PM ONLY

- RJR
  - SPECIAL 7-11 CLOCK
- PM
  - ONE PIECE OF COPY IN OPM
  - SHOPPING BASKETS
- PRICE COMMUNICATION
  - IN THE OPM

Source: https://www.industrydocuments.ucsf.edu/docs/zxxn0000

SAVINGS BRANDS

- RJR MUST HAVE A BRAND AT EACH PRICE TIER
- DORAL FEATURED ON OPM PRICING AREA
- WHERE THIRD TIER EXISTS RJR WILL HAVE DORAL AT PARIETY WITH OTHER LOW END BRAND AND PRICE COMMUNICATED ON OPM
    - RJR WILL BUY DOWN DORAL ***UP TO*** $2.00 PER CARTON
    - FRANCHISEE OR CORPORATE WILL FUND ANY PRICE REDUCTIONS EXCEEDING $2.00/CARTON FOR DORAL TO INSURE PRICE PARIETY
        - SERVICED BY MCLANE--NO ACTION NEEDED BUT MUST INSURE DORAL AND LOW END BRAND ARE AT PARIETY
        - 7-11 SERVICED BY ANY OTHER SUPPLIER--SALES REP WILL NEED TO BUY DOWN AT STORE LEVEL AND PAY THE FRANCHISEE

Source: https://www.industrydocuments.ucsf.edu/docs/zxxn0000

PROJECTED IMPLEMENTATION SCHEDULE

- ***WEEK OF FEBRUARY 3RD***
  - **7-11 DIVISION OFFICE TO SUPPLY LIST TO RJR FOR PURPOSE OF ORDERING DISPLAYS (NO REP INVOLVEMENT)**
- ***WEEK OF FEBRUARY 23RD***
  - **DISPLAYS SHIPPED DIRECTLY TO STORES--REPS WILL BE NOTIFIED VIA VOICE MAIL WHEN SHIPPED**
  - **RJR REPS TO CALL STORES TO COMMUNICATE SHIPMENT OF DISPLAYS AND COMMUNICATE BRANDS NEEDED FOR DISPLAY**
- ***MARCH 1***
  - **CAM G. H. MOULTON TO ENTER CONTRACT IN ALL STORES SCHEDULED FOR SHIPMENT OF DISPLAY**
- ***MARCH WEEK 1 OR 2***
  - **RJR REP TO INSTALL COUNTER DISPLAY PER AGREEMENT-IF INSTALLATION IS NOT COMPLETE AND /OR PROBLEM WITH ELEMENTS OF CONTRACT PAYMENT CAN BE DELETED**

51855 1134

Source: https://www.industrydocuments.ucsf.edu/docs/zxxn0000

PROJECTED IMPLEMENTATION SCHEDULE-CONTINUED

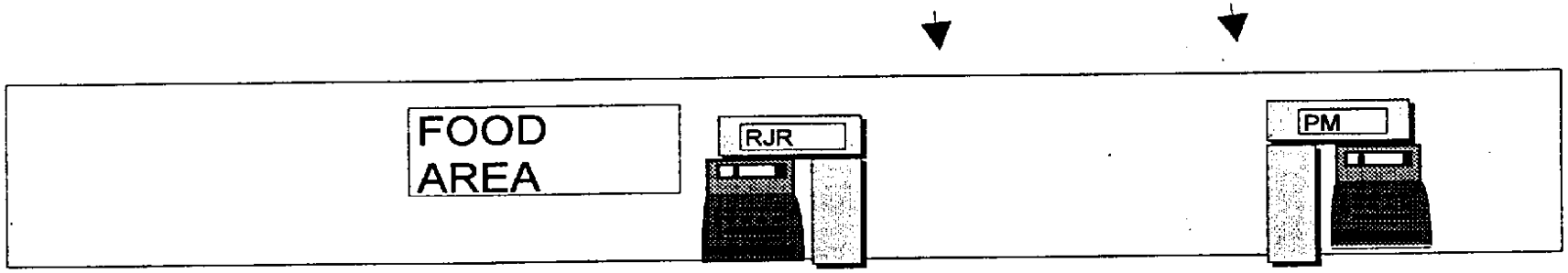
- NEEDED ELEMENTS AT TIME OF INSTALLATION
    - DISPLAY AS REQUIRED
        - DESIGNATED LOAD
    - SAVINGS BRAND REQUIREMENTS
    - CLOCK
        - DO NOT DELETE PAYMENT IF CLOCK IS NOT ON LOCATION--NOTIFY CAM G. H. MOULTON TO ORDER A CLOCK
- ANY NON-COMPLIANCE WILL BE COMMUNICATED TO 7-11 NORTHEAST DIVISION OFFICE

ANY PROBLEMS PLEASE CONTACT CAM G. H. MOULTON VIA VOICE MAIL 46958

51855 1135

Source: https://www.industrydocuments.ucsf.edu/docs/zxxn0000

7-11 COUNTER DISPLAYS--EXAMPLES



Source: https://www.industrydocuments.ucsf.edu/docs/zxxn0000